REGISTER OF CLASSIFICATION DECISIONS

Date of entry in Register:	10 December 1998
Name of applicant/court:	Secretary for Internal Affairs
Applicant to the Labelling Body:	Not Applicable
Title of Publication:	Easyriders 6/24
Other Known Titles:	Tutti Frutti Moviegum sticker
Director:	Not Applicable
Producer:	Not Applicable
Publisher:	SA Chupa Chups
Author:	Not Applicable
Format:	Bubble-gum sticker
Country of Origin:	Spain
Language:	English

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Components of film originally examined: Not Applicable.

Feature:	Running time:
Trailers:	Running time:
	Total Running time:

Excision/Alteration: Not Applicable.

Reason(s) for Excision:

Not Applicable.

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Classification Decision:

Unrestricted.

Display Conditions:

Nil.

Descriptive Note:

Not Applicable.

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Direction to issue a label has been given on: Not Applicable.

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SUMMARY OF THE REASONS FOR DECISION:

The bubble-gum sticker entitled *Easyriders 6/24* (also known as *Tutti Frutti Moviegum sticker*) is classified as:
Unrestricted.

The bubble-gum sticker presents a small photograph of a single female positioned to the side and behind the rear wheel of a motor-cycle. She is bending over looking at the camera, wearing high-cut briefs and a low-cut top to reveal a prominent cleavage. The image is sexually provocative.

The main reason the publication has been given an unrestricted classification is that the sticker is not demeaning to any person and therefore not likely to be injurious to the public good. The basis for this finding is that the degree of sexual provocation coupled with the extent of stylisation depicted is at a level that would be tolerated by a reasonable member of the public.

The Classification Office notes with concern the inappropriate use to which the sticker has been put, but finds that a solution to the problem is not to be found within the Films, Videos, and Publications Classification Act 1993 (FVPC Act). The sticker was contained with bubble-gum which was purchased by a five year-old child. While the publication is clearly aimed at adults, its wrapping and enclosure with bubble-gum is aimed at children. It is the use to which the publication has been put that is the problem more than the publication itself, and the Classification Office and FVPC Act cannot be used to affect how such a publication is used. Rather, the Classification Office and FVPC Act must address the publication itself. In regard to the inappropriate use of the bubble-gum sticker, the Classification Office has been advised that the publication has been withdrawn and there has been negative consumer response to the product.

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